



BLUE MOOSE CONSULTING

NEWSLETTER

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Talking Health: **Sports Nutrition 101** **Anchor Your New Department With Trustworthy Heavy Lifters**

The Olympics are being played as this article is being finished. The TV is therefore off, but the mind is taking the final sprint of this month's triathlon. The venue is sports.

What we have defined as sports in our culture is a playing-field of energy—and competition and accomplishment. Sports would not be so gratifying to some if there were not a winner. We would not be peeked by the drama of a competition if the storyline did not have a champion who overcame some adversity or challenge. Everyone understands the amazing dedication, and intense focus and tenacity that athletes worldwide undertake for these famed sporting events. There are hundreds of thousands of people in our marketplace today who are equally as intent on their physiques and their competitive prowess who aren't in London right now, but who consider themselves exercise and sports zealots and who build a large part of their daily lives around their conditioning. Gym enthusiasts, outdoor cyclists, runners and rowers and more. Clearly, the sporting class are potential natural health food store customers!

All these people are seeking energy to advance their pursuits. They also want a focus necessary for a precision that will help them succeed in the challenges that they give themselves. And what competitor does not want to stay on top, victor, forever? They all also want to become the best, and to stay in that poll position for as long as humanely possible. Longevity, then, is the final key. Yes, sports athletes are different!

The world has changed incredibly since I was a four-sport, all-season, on the field everyday ballplayer kid. Mom would send us over to the playground with the best of wishes for success, but our dinner fare was normal dinner America. Today, our entire culture is sensitized to the benefits of nutrition, whether the information that they are receiving is correct or not. Teens talk creatine's benefits where we used to collect baseball cards. High schools are looking for the largest purchase protein powder at the cheapest price to make available to their sports teams, for "the competitive edge." Conditioning is an everyday pursuit. This current generation is nutrient-obsessed, and the next generation will be even more sophisticated. But the penchant for plunking down \$2.99 for a 5-hour energy scam is still the rage, and the average sports nutrition initiate has been directed to GNC's and protein warehouses for so long that the market almost seems unchangeable!

In the world of competitive capitalism, unscrupulous marketeers have lost serve, and

there is a huge opening for the smart retailer to capture the market of the serious workout shopper. Sports nutrition is a niche market because the person looking for the tools to exceed in the gym are probably not the casual shopper, and their usually structured life does not allow for them to "shop around". They often use word of mouth, and are very inquisitive to find out what is new and what works. Then, they buy and continue their modified regime. Disciplined customers are a retailer's dream. This person gears the majority of their life to conform the goals of their chosen sport(s). The market is HUGE: as big as the magazine musclemen. In 2010, this niche market was a solid \$3 Billion, with a predicted increase of over 21% before 2013. In today's economy, that is capitalism on steroids! The sales figure that leads the entrepreneur to gawk is that the Sports Nutrition category is estimated to be a whopping 11% of total supplement sales. (estimates: vitamins 34% and herbs/botanicals 18%). If the door opened on this market, wouldn't you want a piece of that action?

Enter, the new athlete. While we can still divide the sports nutrition world into meatheads, and the smart elite performers, there are now more and more workout perfectionists who are looking for the "good stuff." Not only is it not being offered in their local gym or jock-shop, but since the playing field has evolved to be all about discount, most workout questers have forayed into online shopping, where price blurs the fine print on the bottle, and the dangers of "buyer beware" have led many to distrust the loud market hype.

Start to listen and ask around. These driven competitors are starting to look for quality. It starts with protein. Most serious power sport people have become jaded about whey protein, because the cheap stuff has given them gas and poor results. They read one thing, and the mass market gives them an inferior product. Given today's headlines, I would fear dairy products coming from some countries. The whey protein quest has led to failed results for many, because of quality. If word spreads in the gym that there is a better product that delivers results that can be found in the local health food store, you will see entire teams rushing to your store like bears to a salmon run.

More important, dedicated "body-building" now includes being aware of everything the competitor ingests. These purer experts are getting the best results, and they are leading the weight-room conversation to "best-choice nutrients."

Take a \$3 Billion market, and then eliminate all the products with artificial colors

and flavors, splenda and artificial sugars, and empty calories, and the choices suddenly become very slim. Workout geeks are open to shopping wherever the "good stuff is," and they are the \$200-300 a week supplement shopper who will easily develop new habits to find what they are looking for all in one place. This is all about competition, and the best products win.

Then there are the banned substances. In case your interest in sports doesn't stray much beyond tape-delayed Olympics clips amid commercials, you will be interested to know that the law and the authorities are coming down hard on the illegal promises and spiked products from fly-by-night manufacturers that promise the world and deliver possible ignominious suspension from competition. This fear of the results of the urine sample plagues every performance athlete, every school-team ballplayer, coach and every parent.

The media is as loud as the legislators: the movement is to get the spiked products off the market; to eliminate the subversive activities of the nutrient cheaters. With the entertainment of athletics leading to a new class of millionaires, the talent of the world of sports can ill afford to receive a suspension and public pillory by testing positive for banned substances. Parents want success, but not damaged progeny. Carry the sought-after clean quality products and you may just find your local sports stars smiling as they pop into your store for their weekly purchases. The new proof everyone seeks is NSF-Certified for Sport®. The playing field is being leveled.

Until now, the sports athlete has been misled, especially in the ways to increase performance. Performance is not excess protein and stimulants. The proper equation that has been lost is that protein should be a percentage of total energy intake, with carbohydrates being equally essential for the energy needs of a workout. Fats are also being understood to be critical for energy performance, and to maintain circulating hormonal (testosterone) levels. This conversation now becomes a language that we are familiar with. Protein, carbohydrates, fats. The athlete is looking for honest truths.

Many "experts" have been hawking flashy products with more fanfare than a used car salesman, and it is only because they have been reading too many muscle magazines themselves. I have a book for them. Scientific fact is that excess protein can actually deprive the athlete of other more efficient fuels needed for the workout and recovery, and also can lead to dehydration: and even a decrease in protein synthesis. Athletes seek knowledge. Their

continued on page 2

vocation is to find the best regime and to adopt it. "Indeed, today's gym-centric health seekers are being misled with glitter and hype. The science is clearly directed in another, truly more efficient direction".¹

The playing field is actually tilting in our direction. Our stores don't have the history of a thousand mistakes, and fad-driven bad advice: we missed the uncertain early years. Most health enthusiasts consider the health food stores to primarily be honest resource centers. They stopped shopping in our stores only because we stopped selling what they looked for.

More stores are now taking the time and marketing smarts to create new Sports Nutrition Sections. They see the market and are observing the trends and putting up the sign saying, "Get Your Sports Nutrition Here" as clearly as a beer-hawker at a ballpark. Play your cards right and realize this big spending market will continue to look for places to buy the fewer and fewer quality raw material products available!

Performing the yeoman's job, **Bluebonnet Nutrition**® is setting the table to lead the sports nutrition shopper back to the health food store. Heroic leadership again! If a store adds a few energy items, and puffs up their protein section with multiple choices, the message will seem wimpy and unenticing. The Sport Nutrition section has to appeal to the hardcore trainer. Provide something for intense workouts, and the market will find you: scouts are out there every day looking for the new "it" products. Enter Bluebonnet's **Extreme Edge**®. "The search for clean, unadulterated and effective sports nutrition supplements for hardcore bodybuilders and athletes that addresses their multiple yet individual nutritional needs beyond excess protein, sugar and stimulants is OVER!"

We need to remember what our mission is. The athlete is our every customer. A Sports Nutrition Center is your perfect opportunity to promote exercise. Stay with the trends. Physical activity is up, and look at the numbers. Exercise from moderate activity increased from 45% positive respondents in 2001 to 50% in 2007. Unsurprising but intriguing is that exercise for men (18-34) increased from 52% in 2001 to 55% in 2007. This is a demographic we have never even touched. This is a market that the health food store should love! What will it take to get those shoes (and boots and cleats) into your store? Build first with a core of extreme performance products, and then just fill the periphery with products you already carry! Instant gym resource center.

Stores shied away from athletic performance products decades ago because the ingredients were trashy and the nutrients and language were unusual, difficult. Our interest wasn't there. We now know that the athlete wants simplicity, clarity and physiological basics: what works. They want basic things that we are actually adept at explaining, with a little homework. Basically, it is either increasing muscle mass OR reducing body fat while maintaining lean muscle. It is about recharging, and the ability to refuel and recover before, during, and after workouts. The basic principles of these goals are actually easier to understand and explain than the physiological complexity of essential fatty acid nutrition: and we have done a good job teaching ourselves the bullet points of this nutritional protocol in the last decade (to profitable results).

Bluebonnet Nutrition® makes the purchase and the sale's pitch simple. See if you will find this difficult to present: one product before workout, one during workout and one product after workout. **Extreme Edge**® is three powerful products in several natural flavors that each will rank a perfect 10 for the extreme athlete. **PRE Workout**, **CARBO LOAD**, and **POST Workout**. Anchor your new set with these products—sold ONLY in health food stores—and build either large or compact around them. But don't ignore this customer!

This intense and dedicated exercise body sculptor that you want popping in your store is familiar with the terminology "stack." A stack is a bodybuilding term that has gone mainstream that refers to a combination of supplements designed to perform in unison during the various aspects of working out. So, Bluebonnet provides health food-store-specific "stacks" that are clean and accurately proportioned to work in unison with the body needs during the ardors of extreme performance. This is the only stack you need. A three stack program: one for pre-, during- and after-. Then, quickly repeating purchases leading to out-of-stocks.

Extreme Edge® PRE Workout. This is an amazing product, deserving of an article itself. The concept may be new to you, but this is what these new clients are craving. This "Muscle Recharging" stack is intended to ignite explosive energy (look at the lingo of the extreme sports aficionado). First, open the body for the workout and then get the pre-workout nutrients in. As a nitric oxide booster, PRE Workout will intensify muscle pump and blood flow, with a combination that also brings the mental focus one wants to achieve before the task at hand. The goal is to prep and help the body, increase circulation and pump oxygen into the body to prevent muscle breakdown as the exercise begins. The mindset is to prepare for extreme performance while avoiding the possibility of fatigue. Extreme workouts are about intensity, so natural caffeine is a staple for the needed push. This

product provides caffeine from Green Tea Leaf and Cocoa Bean Extracts. Energy and focus.

We now understand the benefits of the amino acid L-arginine in this process. Bluebonnet uses the superior AjiPure™ amino acids in their **Extreme Edge**® products: this product provides an L-arginine and arginine alpha ketoglutarate blend (with L-lysine as a counter balance; and citrulline as an arginine pre-cursor, assisting in the conversion of arginine to nitric oxide). Nitric oxide is a vasodilator that opens blood vessels and theoretically assists in getting nutrients to working muscles.

Two superior nutrients in PRE Workout that may be new to many stores are **CarnoSyn**® beta alanine, and **Creatine**. High carnosine levels in muscles at the beginning of many types of workouts will act as a buffer against the lactic acid buildup caused by exercise that often leads to the challenge we refer to as "hitting the wall". **CarnoSyn**® is about 2.5 times more efficient in boosting beta alanine levels than regular carnosine. The nutrient carnosine is quickly broken down by the body to the amino acids beta alanine and histidine. Beta alanine is that lactic acid buffer that increases the capacity to train longer and increases muscular endurance while supporting lean muscle gains. **CarnoSyn**® is GRAS-certified, and a brand name that the sport enthusiast will identify as the sponsor of triathlons around the world; even more popular now as a branded presence at the Olympics. **CarnoSyn**® is synonymous to increased training capacity.

The creatine in Bluebonnet PRE Workout is a winning mix of creatine monohydrate, creatine malate and a creatine phosphate matrix. Creatine's history is tied up with the 1992 Olympic games, after which the category behemoths EAS (their Phosphagen product) and Cell-Tech emerged and sparked the massive growth of the bodybuilding industry. Creatine is a key player in the metabolism of skeletal muscle, as an energy source for muscle. Creatine is probably the most researched nutrient in the sports nutrition market.

Our body is an intricate weave of muscles that require energy to perform. Creatine drives energy directly to muscle cells for the more intense muscle pumps of short-term, high-intensity anaerobic repetitive work. Anaerobic metabolism is the creation of energy through the combustion of carbohydrates in the absence of oxygen. This occurs when the lungs cannot put enough oxygen into the bloodstream to keep up with the demands from the muscle's energy.

Creatine is about supplying energy to all cells, but specifically muscles.

The distillation of all workout strategies is providing an available pool of amino acids (proteins), and the needed energy to utilize them. For energy, the solution is to supply carbohydrates to the body to expend. Creatine is a well-known energy source for this purpose. The goal is explosive energy without a crash later. Remember that when taking creatine, you will always need to consume a lot of water.

This PRE Workout powder is opening the body for the ardors of intense workout and providing energy bursts, but all that would be lost without the construction materials of the Branched Chain Amino Acids (BCAAs). Again, AjiPure™-quality, and in the smart and sought-after 4:1:1 ratio of L-Leucine, L-Isoleucine and L-Valine. Serious training necessitates a pre-workout regime. What do you have in your store now to accommodate this need?

LET THEM STACK 'EM

Simple as 1, 2, 3

1. **Extreme Edge® PRE Workout** *Muscle Recharging Stack* *nitric oxide booster*

- ignites explosive energy
- intensifies muscle pump and blood flow
- amplifies mental focus

2. **Extreme Edge® CARBO LOAD** *Muscle Replenishing & Refueling Stack* *38 grams of complex carbs per serving*

- sustains high energy & endurance
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- replenishes glucose levels instantly

3. **Extreme Edge® POST Workout** *Muscle Rebuilding & Recovery Stack* *28 grams of whey protein isolate per serving*

- fuels muscle mass
- inhibits muscle breakdown
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Stack 'em at your store, and let them stack 'em at your checkout counter: because they will only be stacked by health food stores!.



continued on page 6





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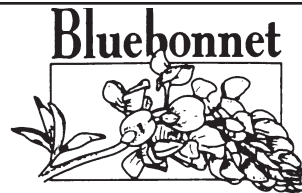
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 - ^Vitamin D3 1000 IU Vcaps 90 [311] + 180 [313]
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immune

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Nature's Immune Enhancer

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Clinically Proven to Support

Immune Function

A Product of Biothera, the Immune Health Company

Wellmune WGP[®] is a natural supplement ingredient that is clinically proven to safely prime the immune system to help keep the body healthy. It is the active ingredient in Immune Health Basics[®], Biothera's branded retail supplement product line.

Researchers have demonstrated that Wellmune WGP[®] helps activate billions of innate immune cells that are part of the body's natural defenses. It helps these cells to do their jobs effectively without over stimulating the immune system, which can be harmful to long-term health. This unique ingredient's patented, year-round protection is the culmination of more than \$300 million in research with leading university and government institutions.

Wellmune WGP[®] is a unique gluco 1,3/1,6 polysaccharide, a natural carbohydrate derived from a proprietary strain of yeast.

- 100% natural
- Clinically proven to prime the immune system
- Patent-protected
- GRAS-approved under U.S. FDA regulations
- Halal, non-allergenic + GMO-free

MushroomScience[®]

Cordyceps Supplement (Cs-4)

the most potent Cordyceps supplement sold in North America

Cordyceps mushrooms were once reserved exclusively for the emperors of ancient China because of their scarcity. The imperial family used Cordyceps mushroom extracts as a tonic drink because of its evident ability to replenish energy, improve stamina & endurance, + improve & maintain overall good health.*

In Traditional Chinese Medicine (TCM), Cordyceps sinensis extracts are used as a tonic herb, to balance and strengthen the body's many internal systems. It has also been used as an aphrodisiac for men, + as a treatment for impotence.*

Today, Cordyceps supplements are commonly used by competitive athletes, and to support respiratory, adrenal + immune health. It may promote respiratory health by helping relax the bronchial walls.*

Used to increase energy + endurance, Cordyceps has become the supplement of choice among world class competitive athletes. In fact in 1993, China's Wan Jun-Sha broke the world record for the 10,000 meter run by an astonishing 42 seconds at the World Track and Field meet in Stuttgart, Germany. When asked how she was able to perform such astounding feat, she gave credit to rigorous training + Cordyceps mushroom extract intake.

The Mushroom Science Cordyceps Cs-4 extract is guaranteed to contain a minimum of 24% polysaccharides + .25% adenosine, making it the most potent Cordyceps supplement sold in North America.

August Promotion:

Cordyceps Cs-4

4 ea - 15% • 12 ea - 20%

24 ea - 25% off

Setting the standard for quality in medicinal mushrooms since 1994!



Company Mission Statement

Natural-Immunogenics has a special responsibility... to bring its new generation of colloids [appropriately called "hydrosols"] to those who need it for their own health, as well as to those who depend upon the health of others.

Sovereign Silver* represents the most significant breakthrough in colloidal technology in the last 90 years. It is an omnipotent resource in the defense of health, one with which to confront the ever increasing immune challenges threatening man, even the whole of mankind.

Bio-Active Silver Hydrosol (10 ppm) & Homeopathic Silver First Aid Gel

Silver First Aid Gel-Homeopathic Medicine

1 oz [30HG10] • 2 oz [60HG10]

Bio-Active Silver Hydrosol-Dietary Supplement

2 oz vertical spray [62CS10]

2 oz fine mist spray [60CS10]

2 oz liquid dropper [61CS10]

4 oz liquid dropper [11CS10]

8 oz liquid dropper [24CS10]

16 oz liquid dropper [48CS10]

Gallon liquid dropper [38CS10]

Not represented by BMC in NC, SC, NJ, eastern PA





Why Natural Sunscreen?

Top Reasons Customers Love Goddess Garden Natural Sunscreen:

- Pure protection without chemicals
- 92%+ Certified Organic ingredients
- Sheer & non-whitening minerals
- Non-greasy for face & body
- Sun protection effective immediately

**Chemical-free
Full-spectrum UVA/UVB
protection
Reef-Safe & Biodegradable
Minerals do not absorb
into the skin**

Sports Nutrition *continued from page 1*

A serious workout is an energy firestorm. The body cannot survive without a constant source of energy throughout the entire workout. **Extreme Edge® CARBO LOAD** gives the body what it wants in the cleanest source possible. Meatheads don't care about sugar-sources, but today's informed athlete knows that to maintain longevity after that performance, quality nutrient- in now means long-term achievement later. CARBO Load provides 38 grams of complex carbs per serving. The purpose is to replenish glucose levels instantly, and this is a clean and responsible way to achieve that. The HFCS commercials aside, sugar is not sugar and there is more nutrition than politics behind creating a scientifically-effective formulas of useable carbohydrates. CARBO LOAD is a no-sugar added formula, and that sets it apart from almost all similar products already on the market.

CARBO LOAD provides intense workout support with a clean blend of sugars to bathe the body as the workout burns fuel. Immediate Replenishment. High Energy means quick carbs, along with more complex carbs breaking down slowly to create a raging fire of energy. This classy blend includes waxy maize, maltodextrin, steel-cut oats and brown rice, with the added ATP-producing simple sugar D-Ribose. The standard marketplace option available elsewhere is a maltodextrin-dextrose blend.

The body burns up to 50 calories per day for every pound of muscle. So adding 10 pounds of muscle can burn up an additional 500 extra calories each day. Carbohydrates are the main fuel for the body, and are particularly

essential for aerobic exercises, high volume weight-training, when an exercise regimen lasts over an hour, and for the muscle recovery stage. Carbs allow ATP production to occur. CARBO LOAD is designed to be taken during intense workouts or endurance competitions. It is all about glucose re-fueling.

Waxy maize, a starchy, small-eared, Asian varietal of corn found in China by a Presbyterian missionary in 1909, is a natural genetic anomaly that is more glutinous/starchy than the traditional dent corn. This is not the feared gluten, but rather a starch that waxy maize contains that is entirely amylopectin. Amylopectin is a soluble polysaccharide and highly branched polymer of glucose found in plants: waxy maize is our best natural source. Waxy corn is more like "sticky rice" or mochi, and that variable differentiator provides a longer-branched chain molecule than the simpler, linear glucose linkages of the amylase found in regular corn. Waxy maize is a natural and novel, more complex carbohydrate that is already known in the bodybuilding market. Waxy maize must be grown separately from dent corn to avoid its genetic lineage being contaminated, and very few farmers grow it: it is mainly grown under contract for starch-manufacturers on farms in Iowa, Indiana and Illinois and accounts for less than the 0.5% of the corn harvest. Natural complex carbohydrate.

Amylopectin, a plant sugar, mirrors human glycogen. Glycogen is a storage unit of energy in the human body, and is stored primarily in the cells of the liver and muscles. Glycogen is the body's secondary long-term energy storage unit: [the primary energy storage unit of the body is fat held in adipose tissue]. Glycogen can be more readily utilized by the body, which is why the exertion of extreme exercise

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**Body & Tan Oil:

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**Free shipping now applies on all orders
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*Standard shipping structure applies

AROMA LAND

Every store should have this display

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- Lavender
- Eucalyptus
- Peppermint

TOP- 3 Selling Carrier Oils 4 oz

- Jojoba Oil
- Almond Oil
- Grapeseed Oil



demands an immediate replenishment of some form of glucose polymers, sugar.

Maltodextrin is the modern currency of carbohydrate energy for today's bodybuilder, primarily because it is easily digestible. Maltodextrins—polysaccharides enzymatically-derived from corn starches—are graded by DE-value (Dextrose equivalent) which identifies the chains of dextrins. The higher the DE-value, the shorter the chains: simple sugar. The lower the number, the longer the chains: more complex carbohydrates. Bluebonnet uses US-farm-sourced maltodextrin with a DE equivalency of 10.3 (the scale being measured by glucose chains from 3-20). Not all maltodextrins are the same: CARBO LOAD provides quality complex carbohydrates.

This formula has many grades of sugars, and I became fascinated by the promise of the simple sugar, D-ribose. This simple sugar, mostly derived from gum arabic, is structurally elemental to many cellular components, and is necessary in the production of ATP (Adenosine triphosphate), which is identified as the 'energy currency' of the cell. Sports nutrition is fascinating, and like the military industry, has sparked many amazing nutritional advancements. Sugars are elemental to life, and to be nutritionally literate means attaining smart knowledge of the function of sugars in human physiology. The simple sugar D-ribose should most definitely help fight fatigue.

This sugar-loading formula that is truly needed for healthy, quality extreme workouts is rounded out by simple, quality whole food carbohydrates: steel cut oats and brown rice. In the world of extreme sports, Bluebonnet redefines natural! CARBO LOAD: sustains high energy and endurance, prolongs exercise tolerance, replenishes glucose levels instantly. This product, an effervescent drink, is taken throughout the workout, and should be taken according to the dosages specified. The primary market is the endurance athlete: a runner or the person doing long-duration high-energy activities.

CARBO LOAD is also smart nutrition, so this formula counters this extreme carb, Glucose Refueling Stack with a healthy GlucoSHOCK Action Stack: alpha lipoic acid, the superior Cinnamon Bark extract from Cinnulin PF™ and amino acid chelated chromium. Immediate nutrient balance and the protection of a water-soluble cinnamon, and the water-fat soluble antioxidant, alpha lipoic acid.

The workout is all about the muscle. You can prepare earnestly, and make sure the energy buckets are there when needed, but all this planning and exertion are for the end-results of stronger (and often bigger, though not always) muscle. **POST Workout** is the 3rd stack. Again sugar is needed by the body in the translation of all this work, specifically for the immediate energy needs of preventing unwanted muscle breakdown; and the desired start of the building of newer, stronger muscle. Athletes should look for a 3:1 protein-to-carb ratio at this time in the program, and of course quality protein will build better muscle.

The best educators can explain the distinction between good whey and mediocre whey.

Bluebonnet clearly states that they source their whey protein from the recognized leader in whey protein isolate, Fronterra™. No vagueness about sourcing; Bluebonnet quality is about consistent, superior ingredients. As other companies move to cheaper sources of whey, trending this incredible nutrient down to a cheap commodity market purchase, Bluebonnet offers the results that the best and most expensive whey protein on the market

provides. It is not by accident that Bluebonnet purchases the majority of this raw material that enters the American marketplace. Stores survive when they differentiate quality: Bluebonnet's line of whey proteins are all unrivaled in the marketplace today.

You can guarantee to your customer the promise of a whey protein isolate derived from New Zealand, grass-fed, rBGH and antibiotic-free cows. This milk product has undergone cross flow microfiltration which removes fats, and 98% of the lactose sugars. Whey Protein Isolate has the highest Biological Value (BV) of any other studied protein source. WPI provides a pool of the most necessary amino acids to the body in the fastest period of time for the equation of making the results of the work-out worthwhile. Muscle development. The carbohydrate fuel blend in this stack is from waxy maize and maltodextrin. This Muscle Mass Fuel Stack is complemented by a Muscle Repair & Volumizing Stack that includes more creatine, l-Glutamine, the BCAAs and Bromelain from pineapple (600 GDU/g). Only Bluebonnet offers this innovative POST Workout Stack of whey + creatine + waxy maize. [Quality, Differentiation, found only in health food stores]. Stacked nutritional support for each level of the workout. POST Workout also adds a Cellular Hydration Stack of electrolytes for mineral recovery after all that exertion.

The entire Extreme Edge® line is also NSF Certified for Sport®. This seal is Sports Nutrition's highest assurance of product purity and safety. Every batch is tested to guarantee the absence of over 165 banned substances. The formulas go through toxicology reviews, and they are screened for heavy metals, pesticides, dioxins and other potentially harmful contaminants.

Bluebonnet's Extreme Edge® and **Nordic Naturals® Ultimate Omega® D3 Sport** are the only two products in the natural channel at this moment that have NSF-Certified for Sport® designation. Seems essential to start your Sports Nutrition Center with these two products!

Pure Fish Oil means pure activity, pure focus, and pure flexibility. No one doubts that Omega-3s affect more areas of health than any other single nutrient, but the athlete needs higher dosages of EPA + DHA to support their strenuous, physically-active lifestyle.

"Exercise increases the demand on the circulatory system to provide oxygen and nutrients to the muscles, lungs and brain, and to remove metabolic waste like lactic acid." Fish oil supports these functions, and supports circulation and blood vessel health, healthy lipid levels, and the body's natural anti-inflammatory response. * Fish oils also support optimal body composition and fat metabolism, and enhance endurance, protect against free radical damage, and promote joint flexibility, mobility and comfort.* Do you think every athlete in the world would like to know that? Are you connecting the person with the product?

Education is the lure to new customer sales. Athletes are students of their body discipline. Direct them to <http://www.omega-research.com>. Then click Categories: Lifestyle and Healthy Living- Fitness/Exercise, and they will find 30 credible studies on Omega-s fatty acid EPA + DHA and performance support.

"Look" also sells products, and Nordic Naturals® Ultimate Omega® D3 Sport is perfect for cross-merchandising with its distinct black bottle with blue, wavy trim. Inside you will find pure and great tasting Omega 3s from a sustainable fish source that provide 800mg EPA/400mg DHA from

purified fish oil in a natural triglyceride form for superior absorption. Everyone who works out in your community should be taking Omega-3s, and you need to gain that marketshare. Omega-3s and protein: an athlete's best friends.

Nordic Naturals® Sport bottle looks perfect next to Bluebonnet Extreme Edge® on the shelf and home counter, in the gym bag, at the cash register. Both products offer superior quality as well as marketing support. And both have M.A.P. pricing, so that they will not be sold on the internet at deep discounts. Nordic offers a website specific to their Sport product—<http://www.nnprosports.com>—that you can link to, and they have Bios on their Team Nordic. BMC Key Accounts Manager, Rachele Pecovsky, is on Team Nordic and a advocate for the products. [<http://nordicnaturals.com/teamnordic/>]

Bluebonnet Nutrition® has a website dedicated to their new sports nutrition line, www.extremeedgesports.com/ that you can use to your advantage. Pro sports teams and NCAA College athletic programs are already getting onboard; high schools are signing up, and the best news is that these products are only available in a health food store!

The perfect marketing piece to gain a new customer is the newest book by nutrition author Carl Germano. The Book, The Misled Athlete, is a ground breaking observation that today's intense-exercise, extreme-results athlete is actually pushing him or herself to limits that are dangerously similar to the cancer patient. A person should not go into any extreme exercise endeavor unprepared and uneducated, as there is always extreme damage that can occur.

In the new book, "renowned nutritionist Carl Germano, RD, CNS, CDN and his team present a new look at the athlete as a patient and provides a comprehensive plan for addressing the multiple nutritional needs for those involved in strenuous activity beyond excess protein, stimulants and steroids. The Misled Athlete explores the stressor of exercise and incorporates diet manipulation, effective training techniques, and the use of legitimate nutritional supplements to optimize strength and performance and help prepare the athlete for the next battle." [<http://www.themisledathlete.com/>]

Stock this 180 page book, and highlight the intro by NFL Quarterback legend Joe Theismann. This book, next to the Nordic Naturals® Ultimate Omega® D3 Sport, and the full array of the Bluebonnet Extreme Edge® products can support the heavy lifting of extreme sports nutrition. They should be offered as the best natural team available. The physiological and nutritional needs of trained athletes are much more individual and complex than just these sets of products. Omega-3s are a must for everyone, and now you have a product that can win the competition of anything offered on the market today for the extreme workout regime. This is the foundation, and with a few more complementary and supportive products, you will have enough to speak your way through any needs that the athlete will present when they find your store: happy to be your new customer. Stores have ample supportive marketing materials available with these two lines to jazz up their new endeavor, and in next month's BMC newsletter we shall discuss the many other exceptional products for you to create a 2-shelf or 8-foot section of sports nutrition, and the basics of marketing that must be understood to succeed. Build it, and they will come. ☺

1 Carl Germano's latest book, The Misled Athlete www.themisledathlete.com/

* These statements have not been evaluated by the FDA are not intended to diagnose or treat any illness



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